



The Michigan Humane Society (MHS) is a private, nonprofit organization which cares for over 100,000 animals each year, while working to end companion animal homelessness, provide the highest quality service and compassion to the animals entrusted to its care, and to be a leader in promoting humane values.

CHALLENGES

Without an Internet strategy, MHS was not leveraging the full power of the Convio solution to engage its constituents online. “There was a clear opportunity for us to extend the overall effectiveness of the organization via the Internet, but our efforts were falling short when it came to our use of Convio,” said Michael Robbins, vice president of marketing & communications, at MHS. “It was time to put a strategy behind our online tools to extend our overall reach and use the data collected as a means to provide better visibility into our campaign and organizational performance.” MHS also identified a need to provide the organization’s annual event participants with tools that would enable them to fundraise online.

THE CONVIO SOLUTION

MHS engaged the help of the Convio Strategic Services (CSS) team to help with a redesign of the organization’s website and to develop a sophisticated online strategy that utilized the breadth of capabilities offered by the Convio solution. The organization also added Convio TeamRaiser™ to support their event-based fundraising efforts. “We knew that adding TeamRaiser would make Convio a solution we could grow into as we progressed and became more sophisticated in our online needs. We realized that cost was one component, but value was equally as important.”

Now we can make data-driven decisions based on real-time information. We can easily see what is working and isn’t working. Convio continues to be this open universe of possibility. The solution’s capabilities give us the opportunity to keep shooting for bigger and better.

Michael Robbins, Vice President of Marketing & Communications, Michigan Humane Society

STRATEGIC APPROACH LEADS TO UNPRECEDENTED RESULTS

After implementing a sophisticated online strategy in conjunction with CSS, MHS’s fundraising results surpassed many of its peers in the animal welfare segment, as well as nonprofits in other verticals - even at a time when the Michigan economy was one of the hardest hit in the nation. “Our CSS consultant has become an extension of the MHS staff. We count on him to bring new ideas, validate ones we come up with, and help us execute tasks when we are overwhelmed.”

Over a four year period, MHS has grown its useable email list from 6,900 to 63,000, and increased annual online donations from \$216,000 to more than \$583,000. According to MHS’s calculations, the lifetime ROI for Convio is nearly 800 percent. “We now use Convio effectively to reach more people, engage supporters, and track key metrics. We have better visibility and a broader reach, and the results prove it.”

In 2010, MHS will reach a major milestone goal of 100 percent adoption of all adoptable cats and dogs thanks to the use of an integrated marketing strategy to promote the organization's numerous campaigns, including "Certified Pre-Owned Cats", which garnered attention nationally and internationally. With an impressive near 70 percent increase in adult cat adoptions in only six months, MHS converted the summer campaign into a program that is now held year-round.

BENEFITS OF TEAMRAISER

MHS utilizes TeamRaiser in multiple ways including support for two of its annual events: *Mega March* – one of the nation's largest walks for animals – and the very targeted *Mutt March*. Through TeamRaiser alone, MHS has raised more than \$752,000 in five years. The solution also proved to be an excellent way for MHS to promote an online photo contest for an official 'spokespet' for the organization. Contest entrants raised more than \$17,000 using TeamRaiser in four weeks.

With seamless integration between TeamRaiser and the other Convio Online Marketing modules, MHS can quickly cross-reference new donor information with other key data, and can track real-time metrics, measuring online performance against goals.

"In today's fast-paced world, there is no room for complacency when it comes to leveraging technology to achieve our mission," stated Michael. "We need to deliver our message through the channels preferred by our constituents and empower them. Convio helps us stay ahead of the technology curve, ensuring we're using the right technology and implementing the best ideas to continue to engage more people who will support our cause now and in the future."

MHS also shares best practices with other nonprofits through Convio's annual conference, Convio Summit, and via online forums where Convio clients exchange ideas with each other. "We have more than a transactional relationship with Convio; it's a true partnership."

ABOUT CONVIO

Convio is the leading provider of on-demand constituent relationship management (CRM) software and services that give nonprofit organizations a better way to inspire and mobilize people to support their organization. Convio Online Marketing, the company's online marketing suite, offers integrated software for fundraising, advocacy, events, email marketing and web content management, and its Convio Common Ground™ CRM system helps organizations efficiently track and manage all interactions with supporters. All Convio products are delivered through the Software-as-a-Service (SaaS) model and are backed by a portfolio of best-in-class consulting and support services and a network of partners who provide value added services and applications focused on the unique needs of nonprofit organizations. For more information, please visit www.convio.com.

Austin | Berkeley | Washington, DC
888-528-9501 | 512-652-2600 | info@convio.com
www.convio.com



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